

THIS STORED MESSAGE COMES FROM
17809 SCAPOLD S

JUNE 11, 1987

TO: JEAN BESQUES
KEITH WARE

CC: ED CHARNAUD
HELMUT GAISCH
HELMUT REIF
BERNIE ROBINSON
JOHN RUPP
GOERAN WEBER

RE POSSIBLE IAFQ TEST OPPORTUNITY, FINNAIR:

REFERRING TO MY STATUS REPORT FROM LAST WEEK, I WOULD LIKE
TO BE UPDATED ON THE IAFQ 'BRIEFCASE SAMPLER' STATUS:

1. HAVING READ JOHN'S MEMO TO JEAN ABOUT THE 2 SAMPLES
TO FTR BEING ON THEIR WAY, COULD YOU EXPLAIN THE
AVAILABILITY, AND WHOM TO TURN TO IN CASE WE CAN GET
TESTS DONE ON FINNAIR.
2. DO THESE NEW BRIEFCASE SAMPLERS MEASURE HUMIDITY AS WELL?
3. CAN THE BRIEFCASE SAMPLERS MEASURE OZONE, WHICH SEEMS
TO BE A HOT TOPIC FOR SOME AIRLINES AND WHICH IS AN
AREA WHERE WE COULD SCORE SOME POINTS WITH THE AIRLINES?
4. WHICH OUTSIDE ORGANIZATION COULD HANDLE THE SAMPLERS? FOR
CREDIBILITY REASONS I FEEL THE INDUSTRY SHOULD NOT CARRY
OUT IAFQ STUDIES WITH ITS OWN PERSONNEL.

KIND REGARDS,

STIG G CARLSON

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cc: JBESQUES--VCH0021A Jean Besques	BBROOKS --VCH0021A Bradley Brooks
MJUNGR --VCH0021A Louis Camilleri	SDARRAH --VCH0021A Stephen Darrah
GDISEREN--VCH0021A Georges Diserens	FDULLES --VCH0021A Frederick Dulles
PGRANDJE--VCH0021A Philippe Grandjean	KHOUGHTO--VUS0212A Ken Houghton
AKANNANG--VCH0021A Arjuna Kannangara	PMAGLION--VCH0021A Paul Maglione
EJOHNSON--VCH0021A G. Nassif	ASKONNOR--VCH0021A Keith Ware
JZUBER --VCH0021A Jacques Zuber	

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From: FDULLES --VCH0021A
To: MREARDON--VCH0021A Michael Reardon

Date and time 06/12/87 08:45:28
JMCINTOS--VCH0021A June McIntosh

*** Resending note of 06/11/87 20:41

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TO : MR. MICHAEL HORST
FROM : J. Bernard Robinson
Subject: IN-FLIGHT AIR QUALITY STUDIES

BY TELEX CC: SGC, RAP VIA J. ZUBER'S PROFS CC: M. BOURLAS
H. GAISCH
M. HAUSERMANN

Michael,

With reference to Stig Carlson's communication which follows and Paul Maglione's June 5, 1987 letter to Mr. Peter Tronke and the International Flight Attendants Association, it seems to me that Philip Morris needs to learn the answers to the following questions in the very near future:

1. Can a credible, European-based firm be identified which is capable of conducting IFAQ studies on various airlines located within the countries of Philip Morris Europe ?
2. Will this firm be allowed access to all of the scientific equipment necessary to conduct legitimate IFAQ studies -- and be granted the flexibility to utilize it in a manner which ensures they can make a profit ?
3. What is the earliest possible date when this firm (whose principals have the talent to be credible in the scientific, media-related and political communities) be ready to meet with airline officials to discuss agreements by which IFAQ studies can be conducted on specific airlines ?
4. How will such IFAQ studies be marketed so that they increase the possibility of successfully promoting/defending the rights of smokers to enjoy our products in-flight...in other words, how do they "fit" into the Philip Morris world-wide action plan ?

Michael, would you kindly review these thoughts with members of the EEC Management team and let us know your thoughts for the steps which can be taken to answer these and other related questions ?

Many thanks and kind regards,

Bernie

*** Forwarding note from TELEXOPR VCH0021A 06/11/87 16:23 ***
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